

**Subject:** RE: Timely - Farmer Incentives  
**From:** Miki Payne <Miki@hbdrollinger.com>  
**Date:** 02/03/2017 06:16 AM  
**To:** Donald Duckworth <duckworth.donald@gmail.com>

I am in agreement

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: Donald Duckworth <duckworth.donald@gmail.com>  
Date: 2017/02/02 10:37 PM (GMT-08:00)  
To: Cynthia Rogers <westchester.cfm@gmail.com>  
Cc: Miki Payne <Miki@hbdrollinger.com>  
Subject: Re: Timely - Farmer Incentives

I'm just seeing this. Where are we. I'm in agreement, but want to ask for Miki's input. However, since we all agreed that incentives were a go, and this is similar, I'm guessing she's good with it too.

So where are we?

On Mon, Jan 9, 2017 at 12:10 PM, Cynthia Rogers  
<[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)> wrote:

Hi all,

It's a go. Looks like we have our new Organic Veggie Grower :) They'll be ready to join this Sunday. I didn't need to extend the gas stipend option - like to keep that for later if it's needed but I did need to extend help with their equipment. Here's what we are looking at:

- **Canopies (4)** - no cost to us, with some shifting of canopies we can utilize what we have and they will be purchasing their own within the coming weeks.
- **Tables (8)** - we don't have and they really need; link below to the ones I'd like to purchase for the market and loan the tables to them until they are able to purchase their own - ideally within in 2 months; we can utilize the tables secondarily for special events when we have lots of community groups and for additional food court seating as we expand as well future farmers/vendors as needed. **Est Cost:** \$400-\$500, links below.
- **Organic Signage (2)** - I like to really set our two organic growers apart;

pic attached to the sign; this will be great for our current fruit grower and for our incoming veggie grower; these are signs we will keep with the market and have on-hand for current and future organic growers. **Est Cost:** \$180-200, links below.

How's this sound? Essentially, we are spending money to expand our equipment base, loaning out and keeping with the market on a on-going basis. If it is a go, I need to purchase straight away in order to have ready for this Sunday. I don't have a farmers' market debit card for the Sunday's market. Les, can I use the WVC? I'll be sure to send in the invoice to get WVC reimbursed.

And onward!

Fired up, I think this farmer will stick - they are young farm, with a smaller output so they can grow with the market. This will not only be really ideal for marketing purposes to start to message that we have certified organic at the market but will be great word of mouth within the community,

k, here anytime,

Best,

Cynthia

////////////////////

NEED TO PURCHASE:

**Tables:**

- Around \$50 each (8 tables), \$400-500 - just depends on the timing for shipment or whether I need to pick up at say Home Depot, Target, etc - link [here](#)

**Certified Organic Signs:**

- Pic attached - special order with California Palm, for the banner and frame device, around \$90/each, (\$180-\$200), and they will be able to deliver to the market.

**Total: around \$600-\$700**

--

Cynthia Rogers  
Westchester Farmers' Market  
Operations & Market Management  
[www.westchesterfarmersmkt.com](http://www.westchesterfarmersmkt.com)  
(310) 936-9060